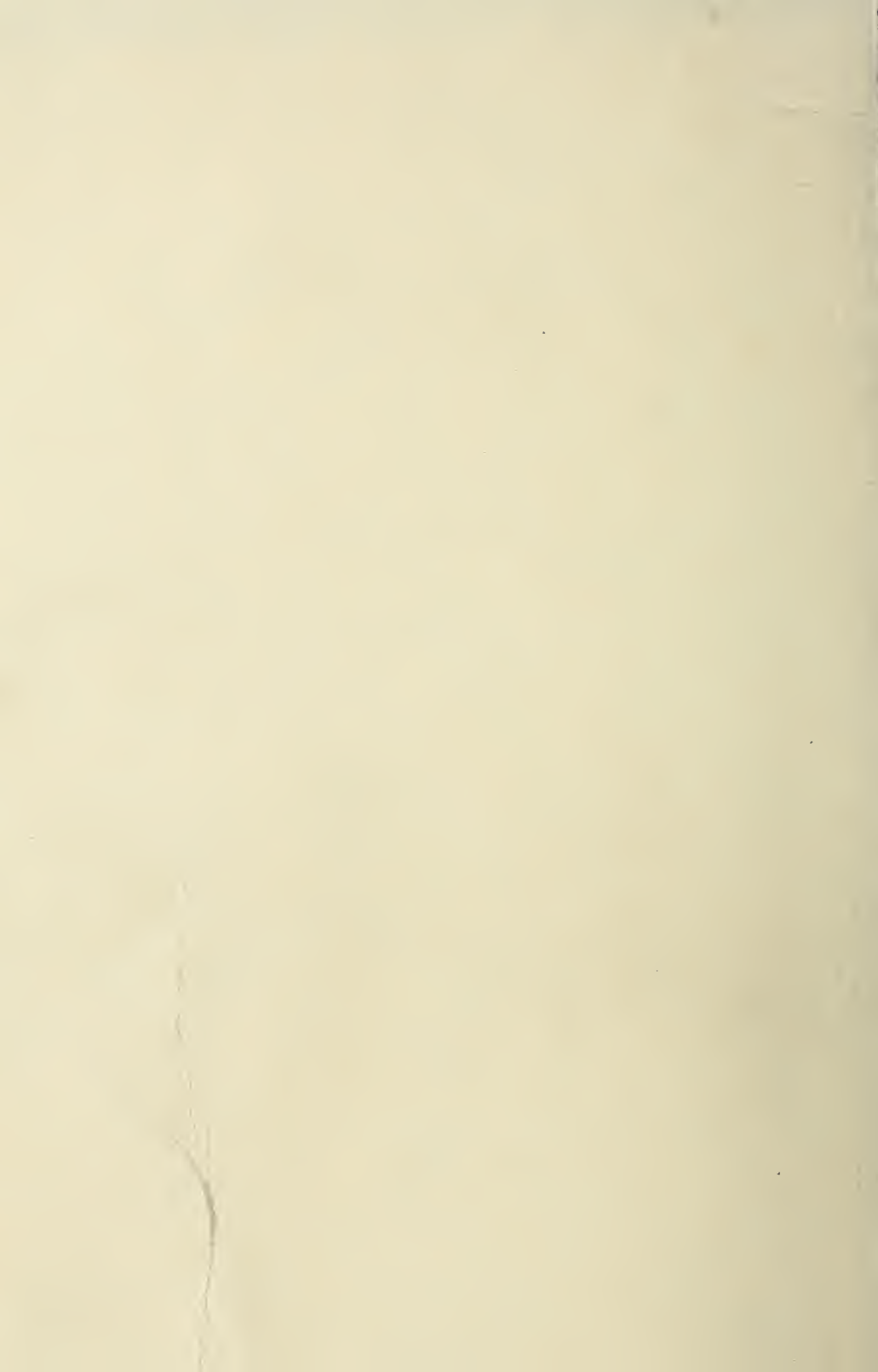


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# The BEST Shade Tree

**East Lawn Nursery**  
**A. Cruikshanks, Manager**  
**46th Street and Folsom Boulevard**  
**Sacramento, California**

## *Plant a tree, because--*

Old trees in their living state are the only things that money cannot command.—*Laudor.*



When we plant a tree we are doing what we can to make our planet a more wholesome and a happier dwelling place for those who come after us, even if not for ourselves.—*Holmes.*



A tree is a nobler object than a Prince in his coronation robes.—*Pope.*



The works of a person that builds begin immediately to decay, while those of him who plants begin directly to improve.—*Shenstone.*

## *They Say--*

### **State Forester Homan's Report, 1919—**

"Forms fine, spreading, graceful head."

"Excellent tree for street planting; almost entirely free from disease or pests."

"Apparently adapted for planting in arid regions."

—————

### **State Commissioner of Agriculture Hecke—**

urges larger planting of desirable trees through the state and has endeavored to stimulate increased plantings through the medium of "Memory Groves" and windbreaks.

—————

### **C. K. McClatchy, of the Sacramento Bee,**

a strong advocate of city shade trees, had this variety planted in front of the Bee office.

—————

### **The Sacramento Postoffice**

has these trees planted on the K and Seventh Street sides.



# *The Romance of the Plane*

**From  
Mystic  
East.**

Romance abounds in the history of this famous member of the sycamore family, the Oriental Plane, or *Platanus Orientalis*. Uncounted years before Rome ruled her seven hills it was listening to the fire worshippers of Persia and India, and when Greek and Roman took time from war to enjoy life and beauty they brought this splendid tree to adorn their homes. Its wide spreading boughs brooded over their temples like the wings of the gods, its broad greenery shaded their roads, and the fine grained pattern of its polished wood pleased their love of the beautiful in furniture.

**One Tree  
Twenty  
Centuries  
Old!**

Biblical writ refers to the sycamore family. A familiar instance is the tree Zaccheus climbed to see Christ pass by, and it is named in the earlier books as being abundant in the land of Canaan. Before the Great War there stood on the banks of the Bosphorus a plane tree that had passed man's allotted span of life long before the beginning of the Christian era, for its age was estimated at more than two thousand years.

As the western rim of civilization crept across Europe the shadow of the plane followed close behind. Turner writes quaintly in 1562:

"I have sene the leuves of that *Platanus* that growth in Italy, and two very young trees in England which were called there 'Playn' trees. It is doubtless that these two trees were either brought out of Italy or of some farre country beyound Italy."

The appealing beauty of the trees of Turner's time gained friends until today it is among the most popular in London and Paris, where it resists fog and dust better than any other. Later, following the colonists across the tossing seas, it became established in America, where we may imagine it telling our native trees wonderful tales of its ancestors' service in the development of civilization.

**Hecke Says  
Adapted to  
California.**

In habit the Oriental Plane is well adapted to California. It stands extremes of heat and cold well, and has very few diseases or pests. George Hecke, director of the California Department of Agriculture, recommends it highly. It grows rapidly, trees set out in 1916 around the Sacramento Postoffice having reached the height of about 25 feet by 1920, and at maturity its wide spreading boughs frequently tower 60 to 80 feet in the air. The Bosphorus specimen referred to on a preceding page had a trunk 141

feet in circumference and a limb spread of 100 feet.

**Doesn't "Lift" Walks.** The roots strike down deep to the water table, and do not "lift" and break the sidewalks as do some other varieties in common use. They like the rich alluvial soil of the valley, but do well in very cramped city quarters, and even in cement sidewalks, if given a grated-over soil exposure of three or four feet around the trunk. The magnificent trees around the Sacramento Postoffice prove this.

**Clean Bark.** The trunk and larger branches are covered with smooth, greenish-gray bark that scales off in the winter, leaving no place for disease or insect pests to stay.

**Notice the Leaves.** The tough and leathery leaves vary somewhat in shape, but are usually five-lobed and deeply notched, somewhat like a maple leaf, hairless and of a soothing green. A very interesting feature is the way one follows another from year to year. In the fall the old leaf lets go and drops to the ground, leaving the winter sun free to exert its full heat in warming the house. Right in the base of the old stem is a little hollow that fits over the pointed end of next year's leaf bud like a glove over your finger, and when the old stem slips away this bud remains.

**No Trash Here.** Incidentally, the leaves are easy to rake up—no tough stems, like walnut leaves, for instance—and they make splendid litter for livestock, rabbit hutches or chicken coops.

**Small Green Blooms.** You would hardly know the tree had any flowers at all. They come in April and are very small, greenish color, uni-sexual (that means separate male and female on the same tree), and grow so closely that they crowd each other into a little green ball. Each bloom has a single seed, which floats away on the wind when it dries out. Sometimes the drying process is delayed, and then the seed ball may hang on until the next spring.

**Wood Is Hard.** The wood is heavy and hard, yellowish-white in color when young and turning brown with age. It is fine in grain and takes a high polish, and, while not as strong as real hard woods, yet is very popular for furniture and building in its native lands.

**Commissioner Wren's Good Tree Advice.** The Plane is a very ornamental tree, equally useful to shade a residence or at the roadside. Commissioner Wren of Glenn County advises using home-grown stock in tree planting, and East Lawn trees fit in with his ideas because they are guaranteed perfect and free from all chances of foreign disease

and injury in transit. It is always better to deal with Sacramento men than it is to go outside our state.

**Plant Them Everywhere.** Every ranch and town home should have one or more of these beautiful trees. At the kitchen door you will find frequent use for a bench in its cool shade. Trees to the south will protect house paint from the summer sun, and each side of the road ought to have a row to protect the traveler on his way. It is a duty we owe future generations to provide shade trees to replace the cooling climatic influence of our disappearing forests.

**How to Make 'Em Grow.** In planting, the hole should be dug deep and wide enough to spread the roots out freely—three feet each way is none too small. Fill the bottom of the hole about half full with the top soil. The bottom soil will do to put around the roots when planting, because the new growth will shoot down to the rich lower layer, thus stimulating a healthy, deep-set root system that will feed wide and deep and also anchor the tree safely in heavy winds.

Work the dirt thoroughly among the roots, and use plenty of water to firm the soil. The last thing you do is to make a levee around the trunk forming a basin for irrigation. If set out carefully and kept moist—not wet—the young tree will show its appreciation of the “running jump start” you have given it by thriving lustily, and will soon easily resist wind pressure, summer heat and winter cold.

**When You Hedge.** Some homes are improved by a hedge. In such cases we recommend the dark evergreen foliage of the California privet (*Ligustrum ovalifolium*). It has greenish-white flowers in large panicles, with quite a sweet fragrance, followed by dark blue berries. The plant makes a very dense growth which can be trimmed to any height desired, and makes a splendid screen. Single specimens make quite ornamental small trees. Plants 18 to 24 inches high can be had for \$10 per 100—that's only a dime apiece.

**Only Two Cents a Year.** When you plant one of our trees you are paying for the comfort of a lifetime. Every year you delay is like cutting a comfort year off your life. Do not do that, but place your orders now. A tree costing a dollar may be expected to live for fifty years at least before building changes or other reasons suggest its removal. That is at the rate of only two cents a year—the postage on a single letter. The price of all the trees you need will soon be forgotten in the enjoyment of their cool, refreshing shade, and the growth cut away in pruning will give firewood enough to put the original cost back into your pocketbook. When you consider also



the increased value that results from plenty of trees about the home you will wonder how any one can afford not to plant them.

Some very well-informed people have set out Oriental Planes. Weinstock, Lubin & Co., Wright & Kimbrough, F. B. McKevitt & Co. are among the many whom we have supplied with satisfaction. If our trees were not good these people wouldn't buy them. We'll be glad to refer you to others, but do not wait too long, because the recent shortage of labor, three years' dry seasons and other influences have made good trees rather hard to get, while the demand is increasing very rapidly. If you would avoid losing a full year's time **ORDER RIGHT AWAY.**

**Just  
a Hint!**

**Terms.** Fine, straight, well rooted, lusty youngsters, 6 to 12 feet high, \$1 to \$1.75 each, cash with the order. We make a nominal charge, based on the actual cost to us, for packing, and deliver free to the train or boat.

**Safe Delivery.** We guarantee safe arrival in good condition. If the plants are lost or damaged in transit you let us know within five days from the date of the invoice and we will replace them without charge. Isn't that fair?

**Guarantee.** We want to make this very plain. Anything you order here **MUST** be just what you want, or your money back. You must be satisfied, and you are to be the judge. This covers everything, doesn't it?

**Last Word.** You are going to plant a tree some day—THIS is the time. The movement is spreading all over the state. Highway commissioners, foresters, supervisors, women's clubs, all kinds of organizations are planning to set out trees this season.

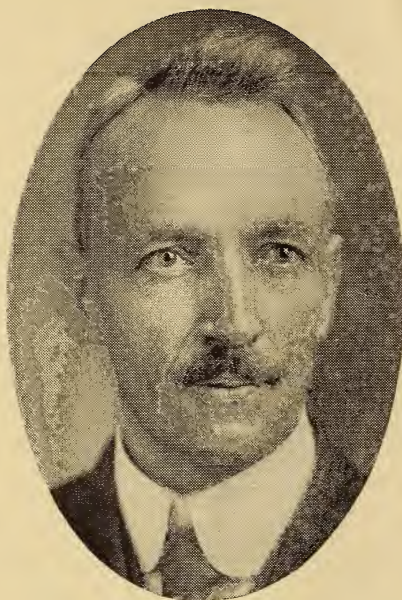
You'll inevitably be swept up in this effort to convert the valley into a land of cool roads and comfortably shaded homes. It'll increase your property value, bring new neighbors, add efficiency to your workers, make life pleasanter at practically no cost in the long run. But you've got to act soon or lose a year's time. **You'll surely do it—why not now?**



*Procrastination is the thief of time—Plant NOW.*

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*Introducing*



*Mr. A. Cruikshanks, Supt.*  
*East Lawn Nursery Co.*  
46th Street and Folsom Boulevard  
Sacramento, California

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J. T. HOLDEN ADV. AGENCY

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